

## CLAIMS:

1. In a method in which a plurality of picture images in various fields are stored in an internet homepage, and a user is connected with the homepage and logs in and receives a service of a picture image, an improved method for serving picture images, comprising:

a step in which an operator of a homepage determines an image-based sale rank based on the number of uses of the picture images (sale rank) during a certain period in a process that the picture images are downloaded ; and

a step in which the operator of the homepage opens the sale rank on a bulletin board or a notice section of the homepage, and the prices of the picture images are increased with respect to the images having a high frequency of uses by the users based on an anti-discount service method.

2. The method of claim 1, wherein the user of the homepage voluntarily reports a place of use, a start date of use, a serial number of image, and a user'ID to the operator of the homepage using e-mail before the start date of the picture images and then uses the downloaded picture images.

3. The method of claim 1, wherein the prices of the picture images are increased based on the frequency of uses of the images after a certain period is passed in a process that the user downloads and uses the picture images, and then the increased prices of the same are open on a bulletin board or a notice section of the homepage.

4. The method of claim 1, wherein when the user attaches a certain trademark or a

recognizable symbol designated by the operator to the picture images, the user is provided with a certain benefit.

- 5      5. The method of claim 4, wherein said trademark or recognizable symbol is processed in such a manner that the trademark or recognizable symbol is recovered only when it is needed to check whether the picture images are legal or illegal after the trademark or recognizable symbol designated by the operator is provided to the picture images of the homepage operated by the operator using a water mark method.